

## **Request for Demonstration Pilot Project Proposals**

**6/25/2013**

### **I. Overview**

King County Metro (KCM) has received a grant from the Federal Highway Administration to implement the Right Size Parking Project (RSP). The project has developed research, tools, and policy guidance on multi-family (MF) residential parking to provide support to developers, jurisdictions, and community groups in determining the actual parking demand in prospective MF and mixed use parking projects.

KCM is engaged in a demonstration project intended to support jurisdictional parking policy change that enables priced and ‘right-sized’ parking. KCM is requesting proposals from jurisdictions in King County, WA to partner in policy change pilot projects that will support the objectives of the RSP Project.

### **II. Pilot Project Objectives**

Pilot project proposals must support the concepts of ‘right-sizing’ parking and unbundled parking pricing in MF residential developments in King County. The concept of “right-sizing” refers to the ability to provide parking stalls in multi-family or mixed use developments that result in no more stalls than is functionally necessary to accommodate actual demand. KCM has developed a Multi-Family Residential Parking Calculator ([www.rightsizeparking.org](http://www.rightsizeparking.org)) that provides a data-driven method to estimate parking use based on building, transit, land use, and pricing variables. Unbundled parking pricing refers to the operating practice of charging tenants for parking separate from their rent so they have the choice to purchase parking as opposed to it being bundled in their rent. Unbundling is known to be a powerful tool for developers and property managers to help manage the demand of parking.

### **III. Eligible Applicants**

Eligible applicants include public agencies within jurisdictions in King County that have coverage by the RSP Website Calculator tool ([www.rightsizeparking.org](http://www.rightsizeparking.org)). When appropriate, multiple jurisdictions may partner to form one unified proposal. In addition, eligible sub-applicants may include non-profits, community organizations, and developers.

### **IV. Eligible Project Activities and Use of Award Funding**

Applications should include project activities that directly support a change in zoning code or implementation of on-street parking management programs that meet the RSP Project objectives. Project activities that assess, support or prepare a jurisdiction to change zoning code will be considered. Activities that directly change zoning code or work towards implementing on-street management programs will be prioritized, as outlined in the Selection Criteria.

### **Eligible Activities**

#### **Higher Priority**

- Zoning code analysis, revisions, and related public process
- On-street parking management program design and/or implementation<sup>1</sup>

#### **Lower Priority**

- Data collection and analysis
- Studies, engineering, and/or market analysis
- Community outreach and engagement
- Education campaigns
- Focus groups
- Marketing
- Long-range, station area, or neighborhood planning
- Other policy-related activities that support RSP objectives

### **Use of Award Funding**

KCM has available a roster of qualified consultants, listed below, to support pilot projects. Applicants proposing project activities that utilize the technical expertise of the consultant roster will be prioritized, as outlined in the selection criteria. Use of funds that do not utilize the consultant roster will score lower, but will be considered<sup>2</sup>.

### **Consultant Roster**

- VIA Architecture (Planning and Design) - <http://www.via-architecture.com/>
- Fehr & Peers (Transportation Planning & Engineering) - <http://www.fehrandpeers.com/>
- Kidder Mathews (Commercial Real Estate) - <http://www.kiddermathews.com/>

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<sup>1</sup> High priority is given to on-street management activities to preclude the possibility of parking spillover effects if changes in the zoning code to reduce or eliminate minimum parking requirements allow new development to provide less off-street parking.

<sup>2</sup> Use of funds outside of the consultant roster may be limited to agencies that have Certification Acceptance (CA) as per Washington State Department of Transportation (WSDOT) Highways and Local Program rules (<http://www.wsdot.wa.gov/LocalPrograms/LAG/CA.htm>).

- Rick Williams Consulting (Parking & Transportation Demand Management) - <http://www.rickwilliamsconsulting.com/>

### **Timing of Projects**

All proposals must show how the project can be started, completed and documented by September 30, 2014. Federal funding for this project has a set termination date and no funds can be expended beyond that date. Payment for projects may not be paid for if not completed on time.

### **V. Budget**

Up to \$100,000 is available for RSP Pilot Project awards. KCM may select one or many pilot project proposals to fund. KCM may choose to not use all \$100,000 of available funding.

### **VI. Application Instructions**

Applications should be no longer than 5 pages and include the following components:

- a. Project summary description with definition of problem to be addressed and alignment with RSP goals and objectives
- b. Anticipated outcome or benefit and proposed method to measure success
- c. Project team (including main point of contact) and partners (if applicable)
- d. Project scope and deliverables. Please distinguish the responsible party for each scope activity (for example – firms from the consultant roster, KCM project team, City project team, other expenses using KCM grant funds, etc.)
- e. Matching funds (or in-kind staff time), if proposed
- f. Project schedule
- g. Letters or support (optional)

Submit applications to Daniel Rowe by email ([daniel.rowe@kingcounty.gov](mailto:daniel.rowe@kingcounty.gov)) or mail (see below) by 5 P.M. PST July 22, 2013.

King County Metro Transit  
Attn: Daniel Rowe  
KSC-TR-0411  
201 South Jackson Street  
Seattle, WA 98104-3856

### **VII. Application Process Timeline**

- a. Questions: Questions must be submitted to Daniel Rowe by email ([daniel.rowe@kingcounty.gov](mailto:daniel.rowe@kingcounty.gov)) prior to 5 P.M. PST July 5, 2013. All questions will be answered and provided to all RFP recipients by 5 P.M. July 12, 2013.
- b. Application Deadline: Proposals must be submitted by 5 P.M. PST July 22, 2013.
- c. Notification of awards is scheduled for August 2, 2013. Project implementation will begin by September 1, 2013 and terminate by September 30, 2014.

### **VIII. Selection Criteria**

Projects will be reviewed and scored (total of 100 points) based on the following criteria:

- a. Proposed activities result directly in zoning change that supports one or more RSP objectives (30 points)
- b. Proposal is comprehensive, detailed, and politically feasible to implement (30 points)
- c. Proposed project scope and deliverables make use of the technical expertise from the consultant roster (20 points)
- d. Financial match from proposer or partner, which can include staff time in addition to other sources (20 points)

Decisions and awards made by the RSP Evaluation Team are final and may not be challenged.

### **IX. Resources**

Right Size Parking Website Calculator - <http://www.rightsizeparking.org/>

Right Size Parking Project Website – [www.kingcounty.gov/RightSizeParking](http://www.kingcounty.gov/RightSizeParking)